

Abstract

Academic libraries are increasingly becoming affected by intrusive and disruptive technologies, changing user needs, and alternative information providers who offer similar services as the library. The dilemma of academic libraries is evident, based on the declining support from parent institutions and decreasing patronage. In the face of stiff competition, their response has to be rapid in order to preserve their position. Academic librarians cannot effectively prepare for the future or position themselves until they understand the nature of their competitors and what draws the customers to them. To remain relevant, librarians must re-strategize their marketing techniques using competitive intelligence (CI). The article explores practical application of CI principles and strategies to the marketing mix variables of academic libraries. It identifies competitive strategies that could give library marketing a competitive edge. The article also identifies possible challenges in implementing competitive intelligence strategies in marketing for academic libraries and makes recommendations. The article concludes that it is expedient for academic libraries to adopt competitive intelligence to guide their marketing efforts so as to guarantee the survival and continuous growth of academic libraries.

Keywords: Academic Libraries competitive intelligence librarians marketing marketing mix